

"CHIROPRACTIC" MODESTY.

Some people are really so terribly modest that it is a mystery how they can live, or even be willing to live, in a world so filled with pushing braggarts and rampant commercialism. For example, note the modest list of things that E. R. Blanchard, D. C., (graduate chiropractor) intimates that he can cure: "Adhesions, anemia, asthma, appendicitis, blood poison, bronchitis, backache, biliousness, catarrh, constipation, chills and fever, diabetes, dropsy, dizziness, drug and liquor habits, diarrhoea, deafness, eczema, eye diseases, female diseases, gallstones, gravel, goitre, hay fever, headache, indigestion, lumbago, locomotor ataxia, malaria, nervousness, neuralgia, paralysis, piles, pneumonia, rickets, ruptures, rheumatism, St. Vitus' dance, suppressed or painful menstruation, scrofula, tumors, worms, bed wetting and other child's diseases, leucorrhoea or whites, stricture, emissions, impotence and many other diseases." This is almost as long a list as that compiled by the wealthy and admired Law brothers in connection with what they say they can cure with the wonderful Viavi, that prize of all fakes!

INSURANCE COMPANIES' LIES.

Nearly all the insurance companies that are writing indemnity insurance for physicians—insurance against malpractice suits—have been writing and continue to write lies about the Medical Defense of the State Society. And when they do not write absolute and actual lies, they write such clever half-truths that the idea conveyed is just as distorted as though a direct lie had been stated. The latest such contemptible trick that has come to our attention is a statement in a letter written on the stationery of the "Medical Protective Company" and signed L. Frank. It is written to a member of our Society who decided to no longer pay tribute to an insurance company when he could see clearly that the State Society was giving better protection than any or all insurance companies. He stopped his policy and they teased him to renew it. In the letter mentioned is the following phrase: "The entire sum collected under Society arrangement would not even employ our competent attorney to give his entire attention." The idea they seem to wish to convey is that they have an unusually good attorney who is paid a large sum to give his entire time to the work in the locality in which the insured resides; that is a lie. The State Society attorneys are winning cases all the time—and the insurance companies are losing them! Our attorneys have given such hard and careful study to this work that invariably, when several attorneys have been connected with the defense of a suit of this character, some of them representing insurance companies, our attorney has been asked to take charge of the case. Medical Defense by the State Society means actual defense; medical defense by an insurance company means half-hearted defense—if the company can not get out of it entirely, on some technicality! We have taken care of at least a half dozen suits

in which the physician was insured in some company, but the company got out of it under a technicality.

AMERICAN MEDICAL ASSOCIATION MEETING.

The annual meeting of the American Medical Association will be held in Minneapolis June 17 to 20; the House of Delegates will meet on Monday, the 16th, the day before the opening of the scientific sessions. It is anticipated that this will be a very large meeting and those who intend going had best be sure that they make hotel reservations in advance. The railroads have agreed upon a round-trip fare from San Francisco and California points of \$75.70—somewhat more if the trip via Portland, etc., is taken. No validation of tickets will be required. For full details of the arrangements, etc., see the *Journal A. M. A.*, May 10, 1913.

LACK OF SUPPORT.

An eastern advertiser of an article of general use, not intended for physicians exclusively, recently tried the experiment of advertising in a number of medical journals for six months. During that period of six months undoubtedly many of our members bought articles similar to, though possibly not as good, as the one that was being advertised in your *STATE JOURNAL*; yet the advertiser writes, in answer to an inquiry as to whether he had found his advertisement profitable, "returns from our recent advertising campaign do not warrant the renewal of our contract." That means lack of support. If you would take the trouble to look through the advertising pages of your own *JOURNAL* you would find that nearly everything you may want is therein advertised; and if you would deal with your advertisers—and let them know that you are doing so and taking an interest in them—such an answer would not have been received in this particular case; the advertiser would have continued to help support your *JOURNAL*. Everything you see in the advertising pages of your *JOURNAL* is good—remember that. Also remember that the more interest you take in your advertisers, the more interest they will take in your *JOURNAL* and the better journal you will have. But improvement can not come by just sitting back and paying no attention to what is going on and ignoring those who are helping you. Think it over.

"THE TEA BEE."

This is the name of a clever little publication that began its printed life in February and is made up and published entirely by the colony of tuberculotics at Colfax, California. To any one really doing something—or trying to—it is always of the greatest interest to get the other fellow's opinion, point of view. To the physician treating tuberculous patients it must be interesting and profitable to get the patient's point of view on a whole lot